

#1

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:04:49 PM
Last Modified: Thursday, March 22, 2018 3:08:52 PM
Time Spent: 00:04:03
First Name: Daniel
Last Name: Harari
Email: dharari@relatedgroup.com
IP Address: 172.85.200.138

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking

Q2 How well did the conference meet your expectations? **Extremely Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Bring more business cards. This was one of the best events I've been to with a lot of important players in the industry.

Q4 What was the most valuable aspect of this conference?

Networking and meeting M&M brokers from outside the state of GA where we are looking to do some deals.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

No, great event just like every year.

Q6 Do you have any specific suggestions for improvement?

None, continue how it is.

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Atlanta**

Q8 How did you hear about the conference?

Email from Marcus & Millichap

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Loudermilk Conference Center	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Excellent
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Excellent
Solid Foundation: Successful Development Strategies in an Uncertain Market	Excellent
Follow the Money: Capital Sources Discuss the Southeast	Excellent
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Excellent
Building a Better Tomorrow: Emerging Construction Trends	Excellent
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	N/A - Did not attend

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?	Respondent skipped this question
---	----------------------------------

Q12 How did you feel about the length of the conference?

Just right,

Comments:

I like the fact that it was the entire day so you can come in and out as your schedule permits

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

Extremely likely - 10 (Promoter)

#2

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:07:09 PM
Last Modified: Thursday, March 22, 2018 3:09:55 PM
Time Spent: 00:02:46
First Name: Ernesto
Last Name: Bergeron
Email: ernesto.bergeron@marcusmillichap.com
IP Address: 50.227.195.170

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

hear from industry leaders

Q2 How well did the conference meet your expectations? **Very Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

look at the regional scale before the metro scale

Q4 What was the most valuable aspect of this conference?

get insights from the industry leaders

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

not enough drill down on the other top metros in the southeast region

Q6 Do you have any specific suggestions for improvement?

Respondent skipped this question

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums?

Atlanta

Q8 How did you hear about the conference?

Speaker or Sponsor (please tell us who below)

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Loudermilk Conference Center	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Excellent
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Excellent
Solid Foundation: Successful Development Strategies in an Uncertain Market	Excellent
Follow the Money: Capital Sources Discuss the Southeast	Excellent
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	Excellent
Where's the Value? Investment Opportunities Around the Southeast	Excellent
Building a Better Tomorrow: Emerging Construction Trends	Excellent
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Afternoon Keynote Fireside Chat: Egbert Perry	Excellent

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?	Respondent skipped this question
---	----------------------------------

Q12 How did you feel about the length of the conference?	Just right
---	------------

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	No, thanks.
---	-------------

Q14 How likely is it that you would recommend this conference to a friend or colleague?

9 (Promoter)

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:09:01 PM
Last Modified: Thursday, March 22, 2018 3:16:04 PM
Time Spent: 00:07:03
First Name: Rashad
Last Name: Nelson
Email: rnelson@kjmpg.com
IP Address: 71.56.74.132

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Knowledge on Atlanta market conditions, developments, and areas of opportunity.

Q2 How well did the conference meet your expectations? **Extremely Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Invest where the big guys aren't, ??.

Q4 What was the most valuable aspect of this conference?

That institutional buyers are still bullish on Atlanta for the unforeseeable future.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

Not really. It was well done.

Q6 Do you have any specific suggestions for improvement?

Lower the attendance price. More peoe could benefit from attending, but the high price scares them off. Only suggestion. All else is great.

Q7 Which of the following geographies also interest you **Atlanta**
or your firm for real estate multifamily forums?

Q8 How did you hear about the conference?

Email from Marcus & Millichap ,

Word of Mouth ,

Other (please specify):

Invitation from Adrian Provost.

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Loudermilk Conference Center	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Very Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Very Good
Follow the Money: Capital Sources Discuss the Southeast	Excellent
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	Very Good
Where's the Value? Investment Opportunities Around the Southeast	Very Good
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	N/A - Did not attend
Comments::	I look forward to attending next year. Thanks again!

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

No.

Q12 How did you feel about the length of the conference?	Just right
---	-------------------

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	No, thanks.
---	--------------------

Q14 How likely is it that you would recommend this conference to a friend or colleague?

9 (Promoter)

#4

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:05:03 PM
Last Modified: Thursday, March 22, 2018 3:20:55 PM
Time Spent: 00:15:51
First Name: Clayton
Last Name: Edwards
Email: clayton@kencoapartments.com
IP Address: 108.215.125.118

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Content and networking

Q2 How well did the conference meet your expectations? **Extremely Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Sell my apartments

Q4 What was the most valuable aspect of this conference?

Content from Marvin banks and jay Clark

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

Location wasn't convenient for me

Q6 Do you have any specific suggestions for improvement?

Host in Buckhead

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Atlanta**

Q8 How did you hear about the conference?

Email from Marcus & Millichap

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
Loudermilk Conference Center	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Excellent

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Excellent
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Excellent
Solid Foundation: Successful Development Strategies in an Uncertain Market	Excellent
Follow the Money: Capital Sources Discuss the Southeast	Excellent
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Excellent
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote Fireside Chat: Egbert Perry	Very Good

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

No

Q12 How did you feel about the length of the conference?	Just right
---	------------

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	No, thanks.
---	-------------

Q14 How likely is it that you would recommend this conference to a friend or colleague?

9 (Promoter)

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:16:09 PM
Last Modified: Thursday, March 22, 2018 3:25:29 PM
Time Spent: 00:09:19
First Name: Abe
Last Name: Kruger
Email: abe@skcollaborative.com
IP Address: 136.55.16.98

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking with potential multifamily developer clients.

Q2 How well did the conference meet your expectations? **Somewhat**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

I am going to follow up with a potential partner that's a tax advisor, not developer.

Q4 What was the most valuable aspect of this conference?

The networking was ok - need more developers. The sessions were pretty good, though somewhat repetitive.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

The networking was ok - need more developers. The sessions were pretty good, though somewhat repetitive.

Q6 Do you have any specific suggestions for improvement?

Respondent skipped this question

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums?

Atlanta

Q8 How did you hear about the conference?

Email from GreenPearl

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
Loudermilk Conference Center	Excellent
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good
Comments: :	It wasn't very clear in the program that you had an option for networking lunch or eating during a session.

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Very Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Very Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Very Good
Follow the Money: Capital Sources Discuss the Southeast	Very Good
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Very Good
Building a Better Tomorrow: Emerging Construction Trends	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Good
Afternoon Keynote Fireside Chat: Egbert Perry	Good
Comments::	It would be nice to have a broader diversity of speakers.

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

The new green loans from Fannie Mae, Freddie Mac, and HUD.

Q12 How did you feel about the length of the conference?	Just right
---	------------

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

7 (Passive)

#6

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:27:00 PM
Last Modified: Thursday, March 22, 2018 3:31:30 PM
Time Spent: 00:04:30
First Name: Greg
Last Name: Esterman
Email: greg.esterman@gmail.com
IP Address: 24.98.42.20

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Network in MF development community

Q2 How well did the conference meet your expectations? **Extremely Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Opportunities to develop MF / mixed-use

Q4 What was the most valuable aspect of this conference?

Market perspectives of panelists

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they? **Respondent skipped this question**

Q6 Do you have any specific suggestions for improvement?

Directions off MARTA were not great. Location is a bit challenged, so I understand, but ...

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Respondent skipped this question**

Q8 How did you hear about the conference? **Email from Marcus & Millichap**

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Loudermilk Conference Center	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Very Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Excellent
Solid Foundation: Successful Development Strategies in an Uncertain Market	Very Good
Follow the Money: Capital Sources Discuss the Southeast	Very Good
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	Good
Where's the Value? Investment Opportunities Around the Southeast	Very Good
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	Very Good

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event? Respondent skipped this question

Q12 How did you feel about the length of the conference? Just right

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? Respondent skipped this question

Q14 How likely is it that you would recommend this conference to a friend or colleague?

8 (Passive)

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:25:34 PM
Last Modified: Thursday, March 22, 2018 3:33:28 PM
Time Spent: 00:07:53
First Name: Gregory
Last Name: Dupes
Email: gregory.dupes@colliers.com
IP Address: 73.237.5.66

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking

Q2 How well did the conference meet your expectations? **Somewhat**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

networking

Q4 What was the most valuable aspect of this conference?

networking

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

content was underwhelming or repetitive from other conferences. Although I really enjoyed the speaker from the zoning office as this was unique.

Q6 Do you have any specific suggestions for improvement?

better content

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Atlanta**

Q8 How did you hear about the conference?

**Email from Marcus &
Millichap**

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Fair
Attendee Quality	Fair
Speaker Quality	Good
Networking Opportunities	Good
Loudermilk Conference Center	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Very Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Fair
Follow the Money: Capital Sources Discuss the Southeast	Fair
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Fair
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	N/A - Did not attend

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

more on local trends. I'd like to hear more from Atlanta policy makers, developers, etc about challenges, strategies, future of the city, beltline and other public initiatives that could benefit the private sector.

Q12 How did you feel about the length of the conference?

Just right

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

6 (Detractor)

#8

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 3:29:13 PM
Last Modified: Thursday, March 22, 2018 3:33:28 PM
Time Spent: 00:04:15
First Name: Trey
Last Name: Gaskins
Email: trey.gaskins@symphonyts.com
IP Address: 108.192.155.138

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Learn about MDU trends, network with other leaders.

Q2 How well did the conference meet your expectations? **Extremely Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

There were several potential new clients in the building.

Q4 What was the most valuable aspect of this conference?

Real Decision makers in the audience.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

Respondent skipped this question

Q6 Do you have any specific suggestions for improvement?

Respondent skipped this question

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums?

Atlanta,
Dallas,
Miami

Q8 How did you hear about the conference?

Speaker or Sponsor (please tell us who below)

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Loudermilk Conference Center	Very Good
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Excellent
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Very Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Very Good
Follow the Money: Capital Sources Discuss the Southeast	N/A - Did not attend
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	Excellent
Where's the Value? Investment Opportunities Around the Southeast	N/A - Did not attend
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	Very Good

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

What makes a smart building and some practical examples.

Q12 How did you feel about the length of the conference?

Just right

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Yes, please contact me.

Please include your contact info if you would like us to contact you.:

Trey Gaskins, President of IOT Solutions, Symphony Technology Solutions. trey.gaskins@symphonyts.com

Q14 How likely is it that you would recommend this conference to a friend or colleague?

Extremely likely - 10 (Promoter)

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 4:46:18 PM
Last Modified: Thursday, March 22, 2018 4:55:36 PM
Time Spent: 00:09:17
First Name: Ethan
Last Name: Armentrout
Email: ethan.armentrout@marcusmillichap.com
IP Address: 96.70.0.195

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

networking

Q2 How well did the conference meet your expectations? **Somewhat**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

tax strategy updates with new tax code

Q4 What was the most valuable aspect of this conference?

networking

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

yes, lack of scheduling ahead of time. I had the event in my calendar as 8 AM to 3:30 PM, which was obviously known ahead of time but not shared with me. It is a real problem.

Q6 Do you have any specific suggestions for improvement?

communicate.

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Atlanta, Miami**

Q8 How did you hear about the conference? **Word of Mouth**

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Good
Loudermilk Conference Center	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Fair
Execution	Good
Comments: :	communication was poor, so I was set up to fail

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	N/A - Did not attend
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	N/A - Did not attend
Solid Foundation: Successful Development Strategies in an Uncertain Market	N/A - Did not attend
Follow the Money: Capital Sources Discuss the Southeast	Good
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	N/A - Did not attend
Building a Better Tomorrow: Emerging Construction Trends	Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Afternoon Keynote Fireside Chat: Egbert Perry	Excellent
Comments::	many of the speakers on the panels are junior level guys.

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event? **Respondent skipped this question**

Q12 How did you feel about the length of the conference? **Just right**

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

2 (Detractor)

#10

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 5:13:00 PM
Last Modified: Thursday, March 22, 2018 5:18:47 PM
Time Spent: 00:05:46
First Name: R. J.
Last Name: Cox
Email: rjcox@evergreenir.com
IP Address: 172.56.5.189

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Industry knowledge

Q2 How well did the conference meet your expectations? **Very Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Discuss alternate markets and asset classes with our clients, whom have been extremely focused on one asset class in one market.

Q4 What was the most valuable aspect of this conference?

The transparency of the speakers. Their willingness to share their experiences and insights were invaluable.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

Respondent skipped this question

Q6 Do you have any specific suggestions for improvement?

Respondent skipped this question

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums?

Chicago,
Boston,
Atlanta,
Dallas,
Miami

Q8 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Good
Loudermilk Conference Center	Very Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Very Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Very Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Excellent
Follow the Money: Capital Sources Discuss the Southeast	Excellent
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Excellent
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	N/A - Did not attend

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event? **Respondent skipped this question**

Q12 How did you feel about the length of the conference? **Just right**

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Yes, please contact ,
me.

Please include your contact info if you would like us to contact you.:

RJCox@EvergreenIR.com

Q14 How likely is it that you would recommend this conference to a friend or colleague?

9 (Promoter)

#11

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, March 22, 2018 8:21:18 PM
Last Modified: Thursday, March 22, 2018 8:32:25 PM
Time Spent: 00:11:06
First Name: Takashi
Last Name: Otani
Email: takashi_otani@freddiemac.com
IP Address: 161.107.18.136

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I was going to be in Atlanta

Q2 How well did the conference meet your expectations? **Very Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

when talking to borrowers/operators, talking about the immediate market and the amenities packages or several other things on the property/market. additionally, exploring the tax subject further.

Q4 What was the most valuable aspect of this conference?

hearing what are on the minds of investors, owners, developers, operators

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

maybe not the right audience but the conversations around affordability were rather shallow but this might be expected as making money higher up in the AMI is easier to do than on the lower side. The business models that work at the lower end don't seem to be of interest, once again this might be due to the attendance/audience and a subject not intended for this event

Q6 Do you have any specific suggestions for improvement?

none

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Respondent skipped this question**

Q8 How did you hear about the conference? **Email from Marcus & Millichap**

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Fair
Loudermilk Conference Center	Fair
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Very Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Very Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Good
Follow the Money: Capital Sources Discuss the Southeast	N/A - Did not attend
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	Good
Where's the Value? Investment Opportunities Around the Southeast	N/A - Did not attend
Building a Better Tomorrow: Emerging Construction Trends	Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Good
Afternoon Keynote Fireside Chat: Egbert Perry	Very Good

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event? **Respondent skipped this question**

Q12 How did you feel about the length of the conference? **Too short,**
Comments:
maybe full day?

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

7 (Passive)

#12

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, March 23, 2018 10:18:57 AM
Last Modified: Friday, March 23, 2018 10:28:39 AM
Time Spent: 00:09:41
First Name: John
Last Name: Daly
Email: john.daly@marcusmillichap.com
IP Address: 24.199.202.246

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking.

Q2 How well did the conference meet your expectations? **Very Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Cap rates are compressing by asset type. Some investors are trading up.

Q4 What was the most valuable aspect of this conference?

MF update by John Sebree

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

n/a

Q6 Do you have any specific suggestions for improvement?

MF performance of prime Carolinas markets would be appreciated, not just Atlanta

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums?

Other (please specify):
Tampa

Q8 How did you hear about the conference?

Email from Marcus & Millichap

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Loudermilk Conference Center	Very Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Very Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Good
Solid Foundation: Successful Development Strategies in an Uncertain Market	Good
Follow the Money: Capital Sources Discuss the Southeast	Good
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Good
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	Excellent

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

n/a

Q12 How did you feel about the length of the conference?	Just right
---	------------

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	No, thanks.
---	-------------

Q14 How likely is it that you would recommend this conference to a friend or colleague?

8 (Passive)

#13

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, March 23, 2018 11:46:07 AM
Last Modified: Friday, March 23, 2018 11:50:20 AM
Time Spent: 00:04:13
First Name: Laurence
Last Name: Lighthall
Email: Larry.lighthall@bnymellon.com
IP Address: 160.254.108.24

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and gaining current knowledge about MF in the SE.

Q2 How well did the conference meet your expectations? **Very Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year? **Respondent skipped this question**

Q4 What was the most valuable aspect of this conference? **Respondent skipped this question**

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they? **Respondent skipped this question**

Q6 Do you have any specific suggestions for improvement?

There needs to be a capital markets discussion. This year only one panelist was from a lender. More lenders would be nice and having a panel geared more toward lending would be interesting.

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Atlanta**

Q8 How did you hear about the conference? **Email from Marcus & Millichap**

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Loudermilk Conference Center	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Very Good
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Very Good
Follow the Money: Capital Sources Discuss the Southeast	Very Good
Where's the Value? Investment Opportunities Around the Southeast	Very Good
Afternoon Keynote Fireside Chat: Egbert Perry	Very Good

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?	Respondent skipped this question
---	----------------------------------

Q12 How did you feel about the length of the conference?	Just right
---	------------

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	No, thanks.
---	-------------

Q14 How likely is it that you would recommend this conference to a friend or colleague?

9 (Promoter)

#14

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, March 27, 2018 9:52:45 AM
Last Modified: Tuesday, March 27, 2018 10:06:07 AM
Time Spent: 00:13:21
First Name: Pete
Last Name: Kelly
Email: pete.kelly1@verizon.net
IP Address: 72.66.113.140

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Get updated on Atl & Southeast MF market

Q2 How well did the conference meet your expectations? **Very Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Dive deeper in the city of Atlanta market. This is where opportunities will be available over the next 5 to 10 years.

Q4 What was the most valuable aspect of this conference?

John Serbee & Atlanta head of planning were the highlights of conference to me. Relevant information on the market and the factors that would attract new investment.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

The Capital Sources & Investment Opportunities sessions did not meet my expectations.

Q6 Do you have any specific suggestions for improvement?

Be a little more focused on the subject matter of the sessions. The discussions and Q & A from the 2 sessions mentioned above were very similar. Vet panelists and what they bring to the table.

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums?

Atlanta,
Washington D.C.,
Miami,
Other (please specify):
New York, Carolinas, Memphis

Q8 How did you hear about the conference?

Email from GreenPearl

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Loudermilk Conference Center	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Excellent
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Excellent
Solid Foundation: Successful Development Strategies in an Uncertain Market	Excellent
Follow the Money: Capital Sources Discuss the Southeast	Fair
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	N/A - Did not attend
Where's the Value? Investment Opportunities Around the Southeast	Fair
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Good
Afternoon Keynote Fireside Chat: Egbert Perry	Good

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

Respondent skipped this question

Q12 How did you feel about the length of the conference?

Just right

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

7 (Passive)

#15

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, March 27, 2018 4:02:28 PM
Last Modified: Tuesday, March 27, 2018 4:15:06 PM
Time Spent: 00:12:37
First Name: Doug
Last Name: Linneman
Email: Doug@kencoapartments.com
IP Address: 73.137.225.190

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Understanding current real estate market fundamentals and predictions for the upcoming year

Q2 How well did the conference meet your expectations? **Extremely Well**

Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Based on Atlanta's strong job growth, under-supply of housing and projected Class C rent growth, we will continue to search for Class C acquisitions rather than sit on the sidelines and hold cash.

Q4 What was the most valuable aspect of this conference?

Understanding Atlanta's market dynamics and the impact it will have on our business.

Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

No, not really. Great conference.

Q6 Do you have any specific suggestions for improvement?

Needed more space for the property management breakout panel discussion. Keep the food options on the healthy side.

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Atlanta**

Q8 How did you hear about the conference? **Email from GreenPearl,**
Email from Marcus &
Millichap

Page 2

Q9 How would you rate the following aspects of this conference?

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
Loudermilk Conference Center	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q10 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs. Southeast Markets	Excellent
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	Excellent
Solid Foundation: Successful Development Strategies in an Uncertain Market	Excellent
Follow the Money: Capital Sources Discuss the Southeast	N/A - Did not attend
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	Very Good
Where's the Value? Investment Opportunities Around the Southeast	Excellent
Building a Better Tomorrow: Emerging Construction Trends	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote Fireside Chat: Egbert Perry	N/A - Did not attend

Page 3

Q11 Was there a speaker or topic that we did not include that you would like to see at a future event? Respondent skipped this question

Q12 How did you feel about the length of the conference? Just right

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q14 How likely is it that you would recommend this conference to a friend or colleague?

9 (Promoter)
